

**ASHEVILLE GREENWAYS COMMISSION**  
**PLANNING RETREAT**  
**MINUTES**  
**OCTOBER 30, 2014**



**Attending:** Susan Barlow, Kimberly Williams, Jim Grode, Lucy Crown, Mary Weber, Forrest Merithew, Amy Vanden Heuvel, John Ridout, Richard Lee

**Staff:** Mariate Echeverry, Barbara Mee, Cathy Ball

**1. Introductions** by commission members and staff included each participant's vision for greenways.

**2. Accomplishments of 2012-2014**

Sue presented some of the history of the Greenway Committee, which was originally called the Greenway Tree Committee going back to 1999. Recent accomplishments include:

- Section of the Reed Creek Greenway completed
- Began planning UNCA section
- land acquisition for Clingman Forest and Town Branch
- working with New Belgium on their greenway
- progress on Waller Tract
- several outreach presentations
- River to Ridge Initiative

**3. Greenway planning process**

There was a discussion by the committee and staff about the best use of the committee in the greenway planning process.

It was agreed that the Committee bring together input from the community, funding partners and city planners in creating recommendations for future planning. These recommendations are provided to the Multi-Modal Committee and ultimately City Council.

Specifically, the Committee can:

- Have "ears on the ground" for grassroots, goat-path type trails
- Advocate for greenways throughout Asheville
- Help set priorities beyond the current 5 year plan
- Advocate for additional funding by
  - Working with other organizations
  - Looking for grants
  - Building partnerships with businesses
- Gather and organize community support

- Provide specific recommendations for feasibility studies based on community demand
- Connect with the city to understand their priorities

#### 4. Develop New Goals for 2014-2015

- A. Four new goals were developed and plans were created in the planning session. These include:
- i. Communication with the City
  - ii. Serve as Community Liaisons
    1. Have two-way community presence
    2. Build community networks
  - iii. Assist in Greenway Prioritization
    1. Prioritize plans
    2. Develop a process for preliminary access (“Goat Trails”)
  - iv. Develop Partnerships and Products

#### 5. Goal Plans

| A. <b>Goal:</b> Improved Communication with the City<br><b>Objectives:</b> Better utilization of Greenway Committee<br><b>Meetings:</b> Not necessary |  |  |   |                              |
|---|--|--|---|------------------------------|
| Tasks   | Subtasks   | Who is Responsible                           | Date of completion                      | Resources                    |
| Gather up-to-date info from different departments   | Get input from Parks & Rec, planning, City Council and Transportation Depts. | Sue/Chair                                    | Ongoing, immediate                      | Some staff time for meetings |
| Attend project milestone meetings   |  | Kim or committee member who has adopted site | Ongoing beginning with current projects | None                         |
| Establish relationship with Greenway Liaison (new hire)   | Regular meetings   | chair  | When hired, ongoing                     | Staff time                   |

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**B. Goal:** Serve as Community Liaisons \*

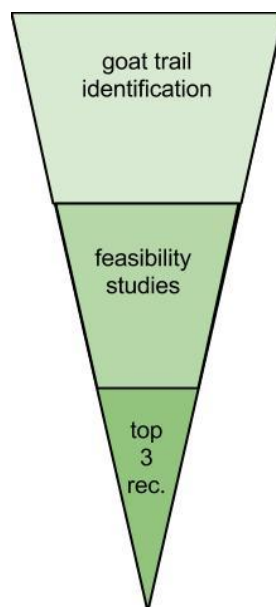
**Outcome:** Build community awareness of greenway planning efforts and gather input

**Meetings:** next meeting prior to Dec. GC meeting

| Tasks                                 | Subtasks                       | Who is Responsible | Date of completion          | Resources       |
|---------------------------------------|--------------------------------|--------------------|-----------------------------|-----------------|
| Update Greenway Map (hire a designer) | Analyze existing maps for info | Amy, Mary, John    | GC discuss at 12/14 meeting | Some staff time |
|                                       | Define need                    |                    |                             |                 |
|                                       | Determine how to keep updated  |                    |                             |                 |
| Assemble Community Calendar of Events | Set up Google Calendar         | Lucy               | 11/14                       |                 |
|                                       | Coordinate with partners       |                    | 12/14                       |                 |
| Identify info to convey to public     | Brainstorm ideas for brochure  | Amy, Mary John     | 1/15?                       |                 |
|                                       | Develop brochure               |                    |                             |                 |
| Convey message and info with public   |                                |                    |                             |                 |

\*This is a work in progress. Subcommittee will continue planning prior to 12/14 meeting. May require input from whole GC.

| <b>C. Goal:</b> Assist in Greenway Prioritization<br><b>Outcome:</b> Provide input for next five year plan and CIP<br><b>Meetings:</b> monthly meeting prior to TC meeting |  |                    |  |  |
|--|--|--------------------|--|--|
| Tasks  | Subtasks                                   | Who is Responsible | Date of completion                                 | Resources  |
| Rank needed feasibility studies  | List pending projects                      | Lucy & Rich        | 1/2015;<br><br>To be approved by council in 5/2015 | Parks & Rec; access to plans and studies; city input   |
|  | Overview of projects                       |                    |  |  |
|  | Criteria for ranking (ie funding partners) |                    |  |  |
|  | Identify major obstacles/advantages        |                    |  |  |
|  | Present to GC                              |                    |  |  |
| Recommend top 3 Feasibility studies for 2015-2016  | Identify top 3 priorities                  | Rich, Lucy and GC  | Before 1/2015 meeting                              |  |
|  | Participate with staff in budget process   |                    |  |  |
|  | GC approval/resolution                     |                    |  |  |
| Goat Trail Identification & Pilot Program  | Identify barriers/advantages               | GC                 | 1/2016   | Examples of mini-grants & frameworks from other places |
|  | Use criteria above for ranking             |                    |  |  |
|  | "hash it out" with staff                   |                    |  |  |
|  | Identify framework & guideline programming |                    |  |  |



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| <b>D. Goal:</b> Develop Partnerships & Projects<br><b>Outcome:</b> Installation of community desired amenities for recreation, environment, and aesthetic features<br><b>Meetings:</b> TBD |   |                    |                                   |                 |
|--|---|--------------------|-----------------------------------|-----------------|
| Tasks  | Subtasks  | Who is Responsible | Date of completion                | Resources       |
| Work with city to determine scope for greenway "catalogue"   | Meet with city to integrate city standards      | Kim & Forrest      | TBD based on work with Cathy Ball | Some staff time |
| Determine goals for greenway features  | Find examples of custom amenities made locally  | Kim & Forrest      | Brainstorm by 1/2015              |                 |
|  | City art contracting system/COA Arts commission |                    |                                   |                 |
|  | Community engagement and input                  |                    |                                   |                 |
| Determine potential partners   | Identify partners                               | Kim & Forrest      |                                   |                 |
|  | Outreach to partners                            |                    |                                   |                 |
|  | Outreach to media                               |                    |                                   |                 |
| Incentivization  | Work with non-profits for tax write-off         | Kim & Forrest      | 5/2015                            |                 |
|  | Naming rights                                   |                    |                                   |                 |
|  | Publication/media                               |                    |                                   |                 |

**6. Meeting was adjourned at 5:20**